

The
2016
GLOBAL MILLENNIAL
VIEWPOINTS SURVEY

Top Findings

January, 2017

THE 2016 GLOBAL MILLENNIAL VIEWPOINTS
SURVEY WAS MADE POSSIBLE BY

Hilton



Millennials are redefining everything from global security and economics to marriage and work.

In the fall of 2016, the International Youth Foundation (IYF) and the Center for Strategic and International Studies (CSIS) surveyed more than 7,600 youth ages 16 to 24 years old in 30 countries in order to gain insight into how young people see the world today and how they may continue to shape our world in the years to come.

Hard data on the status of youth wellbeing is critical for good policy making. However, understanding how young people think and feel about their lives and futures is an important aspect of our knowledge base on youth development worldwide, particularly when reality and perceptions do not align.

Key Insights

1. **Young people are largely optimistic about their economic futures:** 74 percent of youth surveyed agreed with the statement "I will be able to get the kind of job I want."
2. **Income and job flexibility motivate the greatest shares of young people** when they are choosing a career path (73 percent and 56 percent, respectively).
3. **Not all young people prioritize working toward a mission or having a say in decisions,** motivators typically associated with millennials. However, around the world, young people do want supervisors who will help them grow, treat them with respect, and trust them.
4. **Youth worldwide feel disconnected from their governments:** 67 percent feel that their government does not care about their wants and needs.
5. **Young people's responses demonstrate a pressing need for mental healthcare:** almost 56 percent of youth surveyed said that "the way I feel emotionally gets in the way of my studies, job, or social life."
6. In terms of safety and security, **young people are most worried about terrorism (46 percent) and sexual harassment and violence (38 percent for all youth, 52 percent for females).**
7. **The vast majority of youth believe in gender equality:** 89 percent of those polled agreed or agreed strongly that women should have all the same rights as men.
8. **Income inequality is a major concern for youth globally:** 9 out of 10 surveyed agreed with the statement "There is too much economic divide between the high and low income."

This report presents top findings from the Survey's regional and income group univariate analyses by the following topics explored:

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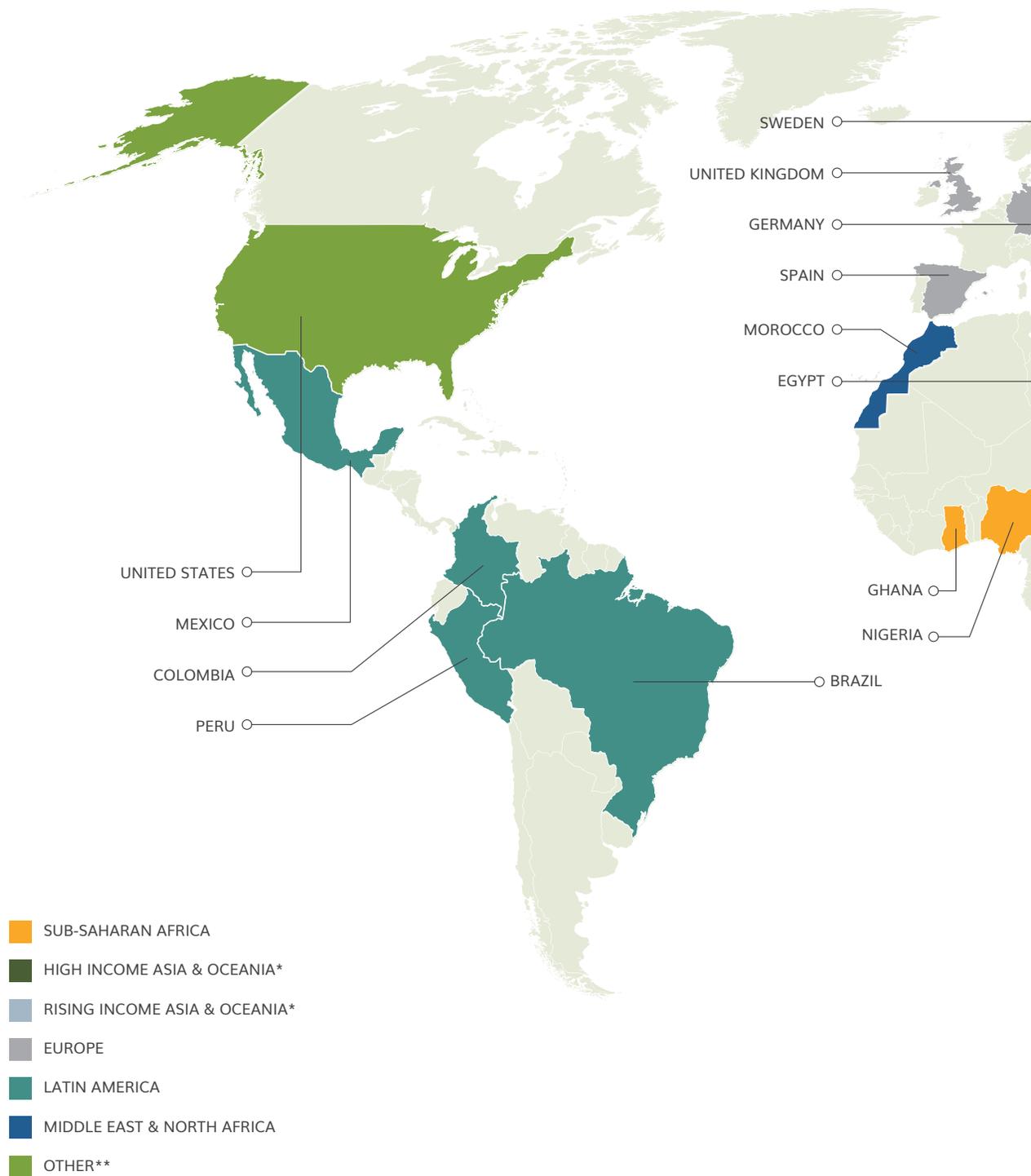
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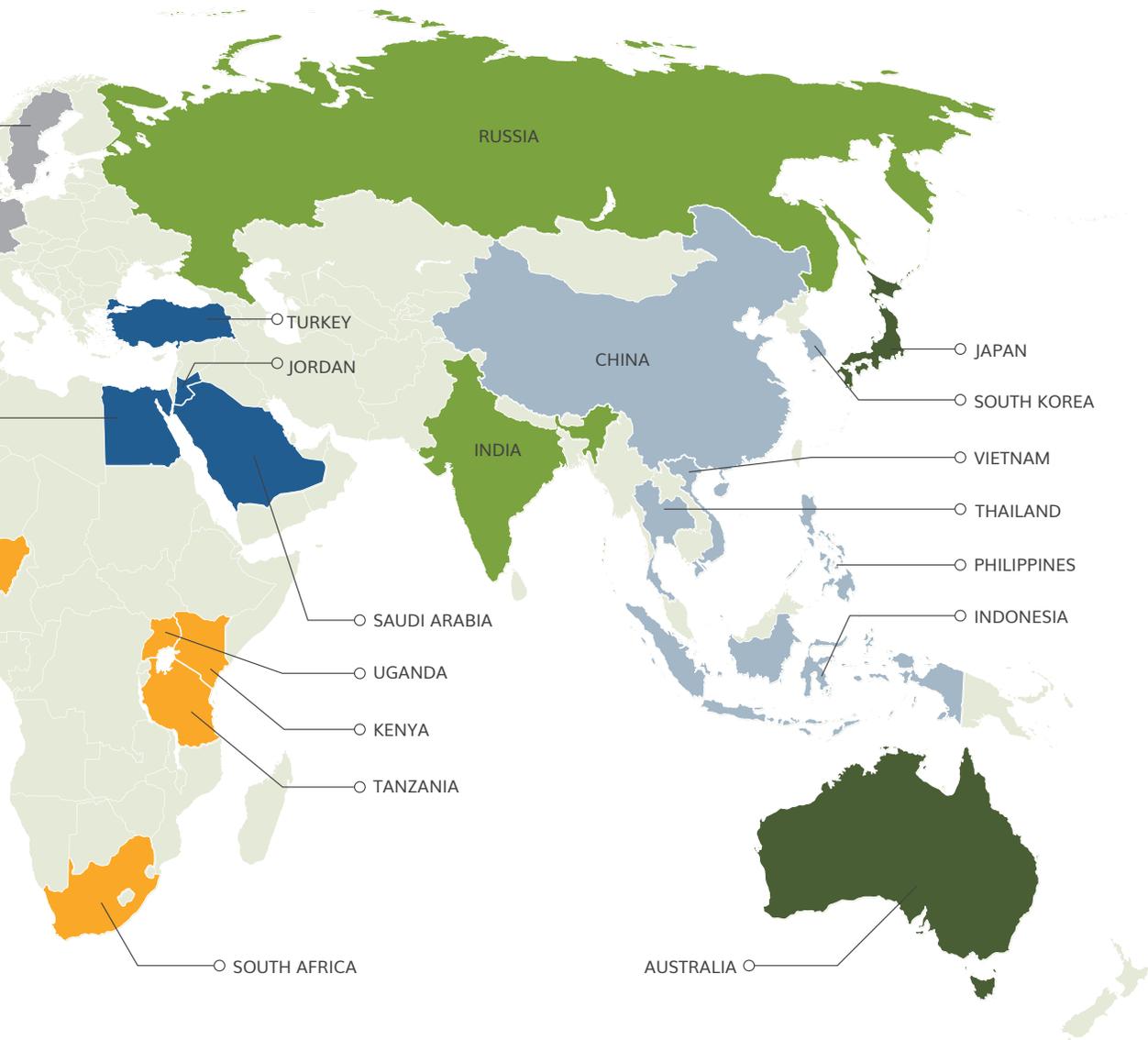
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Countries Surveyed by Region





* Asia and Oceania were divided into two income groups based on the significant differences in per capita income and stage of economic development.

** India, Russia, and the United States were the only countries in their region, therefore not grouped with other regions. Mexico is included with Latin America, rather than with the United States in a North American region, due to Mexico's greater cultural and economic similarities with Latin America.

21st Century Work

Opportunities in the sectors most sought by youth—technology, entertainment, and education—are relatively scarce.

Young people need exposure to a variety of potential career pathways in areas that are expanding such as construction, hospitality, and energy. Youth particularly value internships and apprenticeships, which are effective in improving employment outcomes.

Employers should continue to make improvements in flexible arrangements for all workers—males and females, parents and non-parents—without losing sight of income as the number one motivator. Managers should pay particular attention to the fact that young people want to be treated with respect and given opportunities for growth in the workplace.

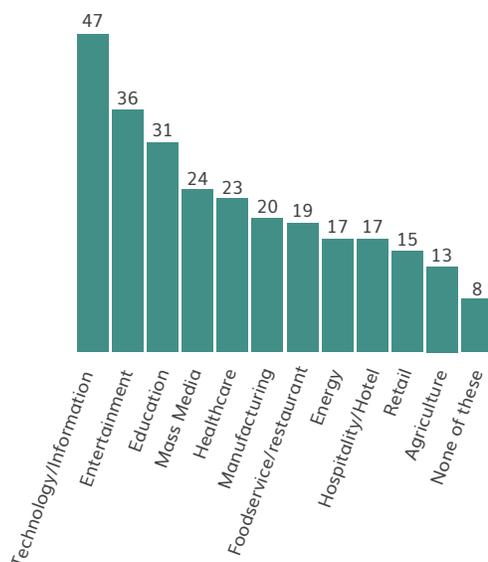
Key Insights

Young people across regions are most interested in the sectors with which they are familiar: technology, entertainment, and education.

Certain industries (other than technology, entertainment and education) pique youth interest based on their regional context:

- Mass media appeals to significant percentages of young people in the Middle East and North Africa (27 percent), Latin America (27 percent), Rising Income Asia and Oceania (26 percent) and India (26 percent).
- Sub-Saharan African youth are interested in healthcare (28 percent) and agriculture (26 percent).
- One quarter of youth surveyed in India and Sub-Saharan Africa express interest in the energy sector.
- Russian youth show interest in manufacturing (31 percent) and hospitality (26 percent).

Which of the following industries are most appealing to you? (All countries, percent)



When selecting a career path, young people globally are most strongly motivated by flexibility, initial pay, and long-term earning potential.

Both young women and young men value flexibility, with 59 percent of female respondents and 52 percent of male respondents selecting it as a motivating factor.

However, in some regions other factors play a more prominent role: in the United States and Europe 66 percent of youth polled say that liking the tasks involved with the job is most important to them.

What would most strongly influence your choice of sector or profession?



Surprisingly, the motivators of working toward a mission and having a say in decisions, often associated with millennials, were not priorities for this survey group.

Being able to work towards a mission ...



Having a say in decisions ...



Young people want their supervisors to help them grow, respect them, and trust them.

This finding was consistent across regions and other demographic factors.

Which of the following characteristics are most important to you? (All countries, percent)



The Economy

We must build upon young people's optimism about their economic futures and ensure that their positivity does not turn to disillusionment if expectations are not met.

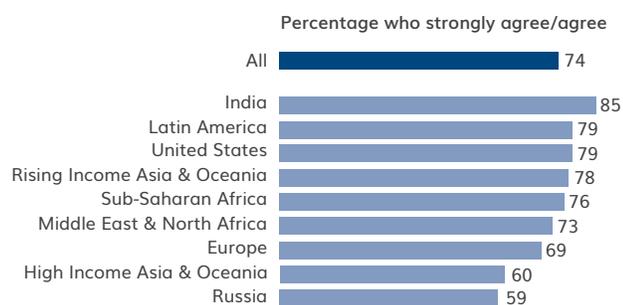
Increasing investments in youth economic opportunity is an urgent imperative for governments and global donors. In 2014, global donors invested only \$1.15 dollar per young person (approximately 15-29 years) for economic programs for youth in developing countries.¹

Key Insights

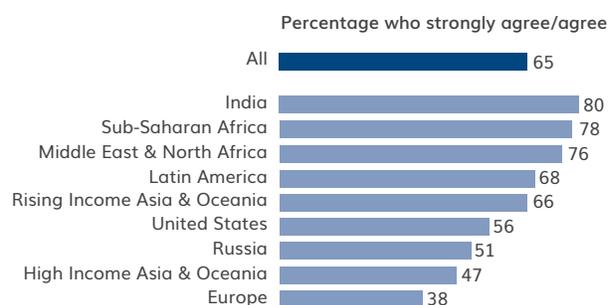
Young people all over the world are remarkably optimistic about their personal economic futures.

Seventy-four percent of youth surveyed agreed with the statement "I will be able to get the kind of job I want," and 65 percent agreed that "I will be able to make as much money as I want."

I will be able to get the kind of job I want



I will be able to make as much money as I want



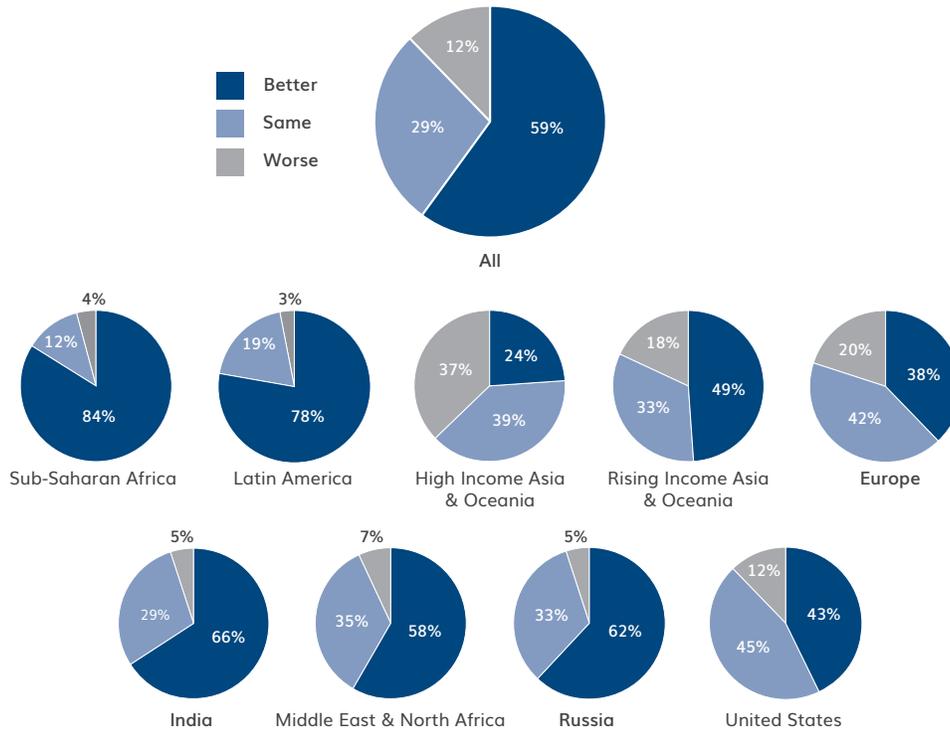
Young people surveyed in India and the Sub-Saharan Africa region are the most optimistic. Over 75 percent of respondents from these areas feel they will be able to get the jobs *and* make the money they want.

European youth think they will be able to get the kinds of jobs they want (69 percent), but they are markedly less optimistic about being able to make as much money as they want (38 percent).

¹ Sharma & Naik, 2016.

When asked if they think their standard of living will be better than, the same as, or worse than their parents, the vast majority of youth believe they will do better or the same as their parents (88 percent).

How do you think your standard of living will compare to that of your parents?

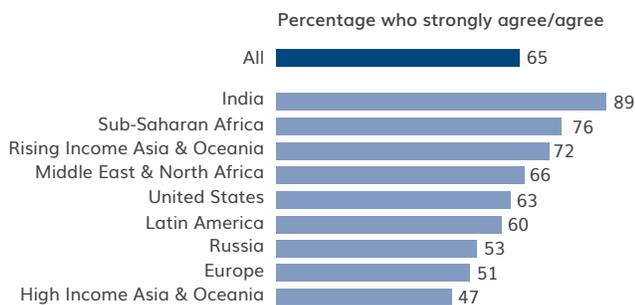


However, confidence about doing better than their parents is not shared across regions: 24 percent of those in High Income Asia and Oceania, versus 84 percent of those in Sub-Saharan Africa, feel their standard of living will be better. This difference may be due to the relatively high current standard of living for High Income Asia and Oceania and low standard of living in Sub-Saharan Africa.

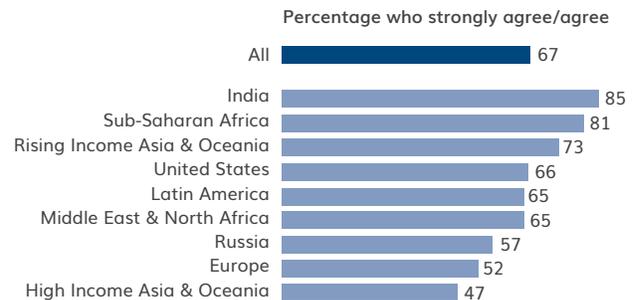
Overall, youth feel that their country’s economy and the global economy will get better in the future, but optimism varies significantly by region.

A majority of youth in all regions, except High Income Asia and Oceania, agreed with the statements “My country’s economy will get better” and “the global economy will get better.” Indian and Sub-Saharan African youth respondents are, once again, most optimistic.

My country’s economy will get better



The global economy will get better



Governance & Security

The current relationship, or lack thereof, between youth and their governments is untenable.

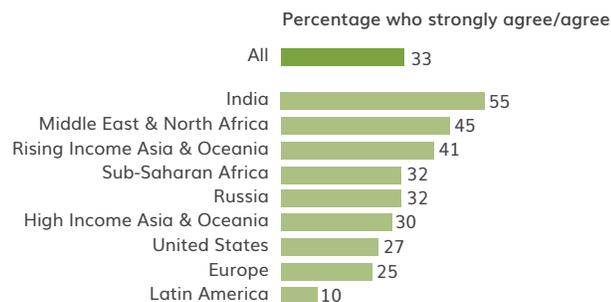
Young people themselves are best positioned to help solve the problems their generation faces, including the threat of terrorism and sexual violence. Governments can engage and involve young people positively in addressing these difficult issues. In addition, the private sector can continue to grow its awareness that young people, particularly young women, are concerned about their safety at work and expand efforts to address violence and harassment in the workplace.

Key Insights

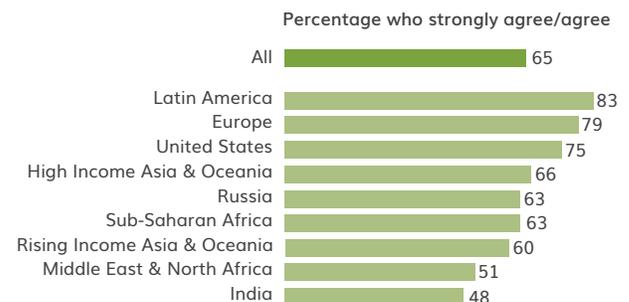
Governments and youth are disconnected.

Relatively low percentages of youth surveyed feel that their government cares about their wants and needs, with significantly more low-income youth feeling disaffected (72 percent) than high-income youth (54 percent). Young people in Latin America are particularly disaffected: only 10 percent feel their government cares.

My government cares about my wants and needs.



Governance and politics really affect me.



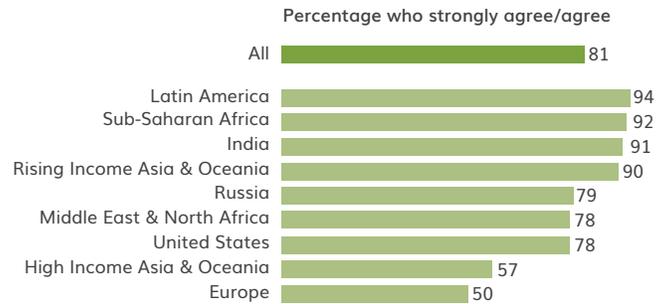
Young people are aware that government plays an important role in their lives.

Among youth polled, only 35 percent agreed or strongly agreed with the statement: "Governance and politics don't really affect me." Youth in Latin America, Europe, and the United States are particularly aware of how government shapes their reality.

Youth are very concerned about corruption.

Eighty-one percent of survey respondents said corruption is a major problem for their countries, with 90 percent or more in Latin America (94 percent), Sub-Saharan Africa (91 percent), India (92 percent), and Rising Income Asia and Oceania (90 percent).

Corruption is a major problem for my country.

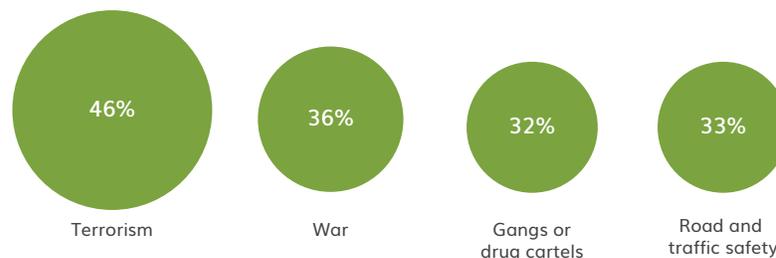


Young men are most concerned about terrorism impacting their safety though that is relatively unlikely. Young women fear sexual harassment and violence most, which does reflect reality.

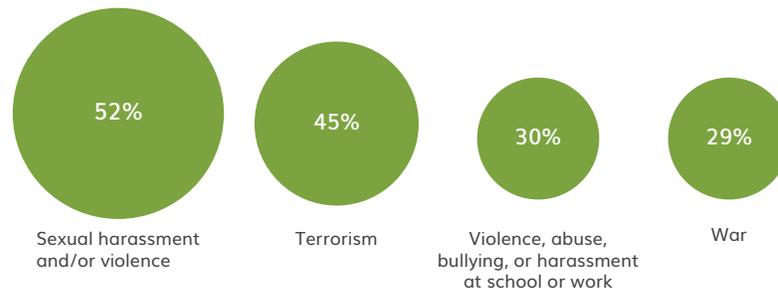
In terms of safety and security, young people overall are most worried about terrorism (46 percent), sexual harassment and violence (38 percent) and war (32 percent). However, the chances of being killed in an attack by terrorists is 1 in 12.5 million.² For females, sexual harassment and violence is the number one concern (51 percent), and this finding reflects that reality for women worldwide. A woman has a 1 in 3 chance of being affected by sexual harassment, abuse, or assault in her lifetime.³

Top safety concerns for youth

Males



Females



² Mueller and Stuart, Chasing Ghosts: The Policing of Terrorism, <http://politicalscience.osu.edu/faculty/jmueller/ChasingGhosts138.pdf>, 2016.
³ World Health Organization, Global and Regional estimates of violence against women, <http://www.who.int/reproductivehealth/publications/violence/9789241564625/en>, 2013.

Values

The coming generations are bringing forward a positive set of values and perspectives, and they are already shaping our world for the better.

We need not wait for today's youth to reach middle age to change our societies. Let us start listening and working together with youth now to improve our societies and grow our economies.

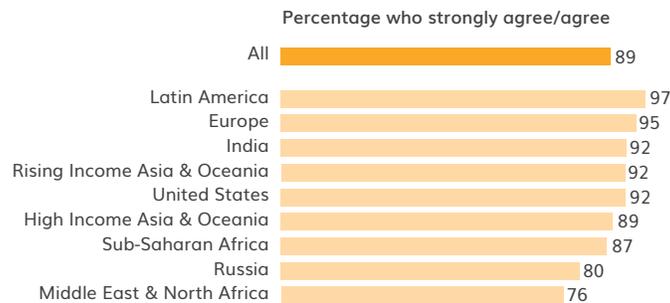
Key Insights

The vast majority of youth believe that women should have all the same rights as men.

Eighty-nine percent of those polled (84 percent of men and 93 percent of women) believe in women's equality. In five of the seven regions, support for equal rights tops 90 percent: Latin America (97 percent), Europe (95 percent), United States (92 percent), Rising Income Asia and Oceania (92 percent) and India (92 percent).

While the numbers are lower than in other regions, a large majority of youth in the Middle East and North Africa (76 percent) do believe in women's equality.

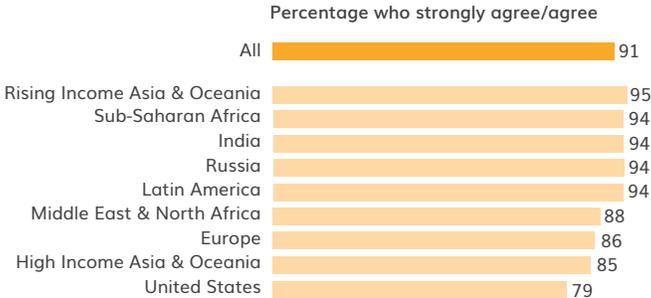
Women should have the same rights as men.



Income inequality is a serious concern for young people in all regions.

Among youth surveyed, 91 percent agreed with the statement "There is too much economic divide between rich and poor." At 79 percent, youth in the United States have the least concern, but this figure still represents a large majority of young Americans.

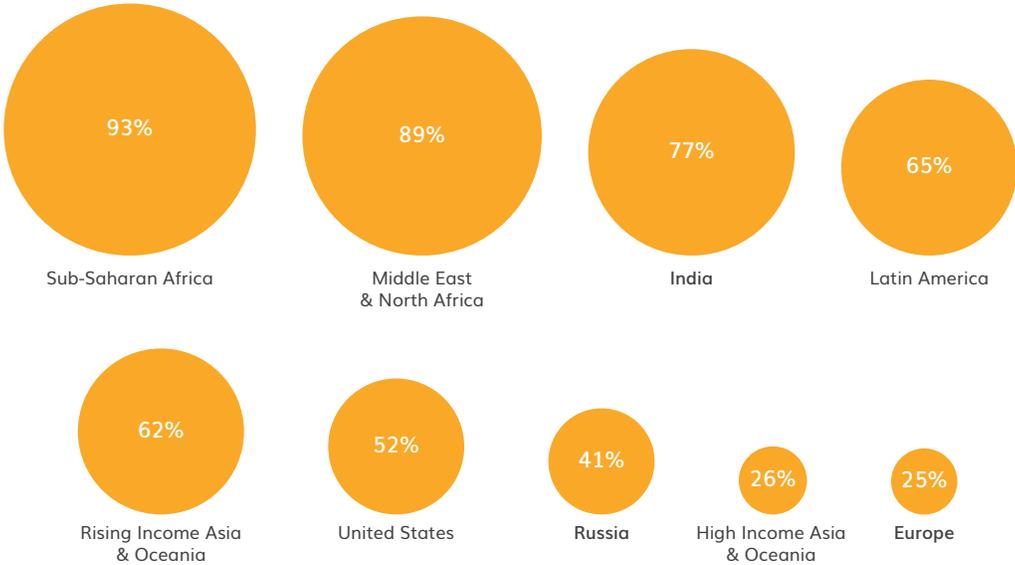
The economic divide between rich and poor is too wide.



Faith plays an important role in the lives of the majority of youth worldwide.

Religious faith plays an especially important and positive role of the lives of youth in Sub-Saharan Africa (93 percent), the Middle East and North Africa (89 percent), and India (77 percent). Faith has a less prominent role in High Income Asia and Oceania (26 percent) and Europe (25 percent).

My faith is an important part of my life.



Education

Most youth worldwide are not experiencing a 21st century education.

While young people may be relatively satisfied with the education they are experiencing, that perspective is likely to shift as they enter the workforce and learn what skills employers are demanding. We know that young people urgently need life skills, sometimes called work readiness skills, in areas such as communication, teamwork, conflict resolution, and self-directed learning.⁴ As education systems fail to meet these needs, employers and civil society organizations are stepping up to address this skills gap. They cannot do it alone. The public sector must rapidly evolve and innovate in order to reach the millions of youth who need this training now.

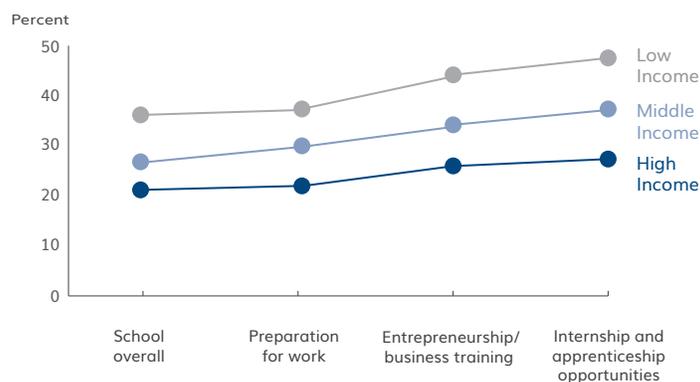
Key Insights

The majority of young people (71 percent) are currently satisfied with their educational system. A lack of experience to judge whether their education has prepared them adequately for work and life may explain this high rate of satisfaction.

Low-income youth, however, are the least satisfied with all aspects of education.

They are especially dissatisfied with the opportunities for internships and apprenticeships (40 percent).

Dissatisfaction by education and income group

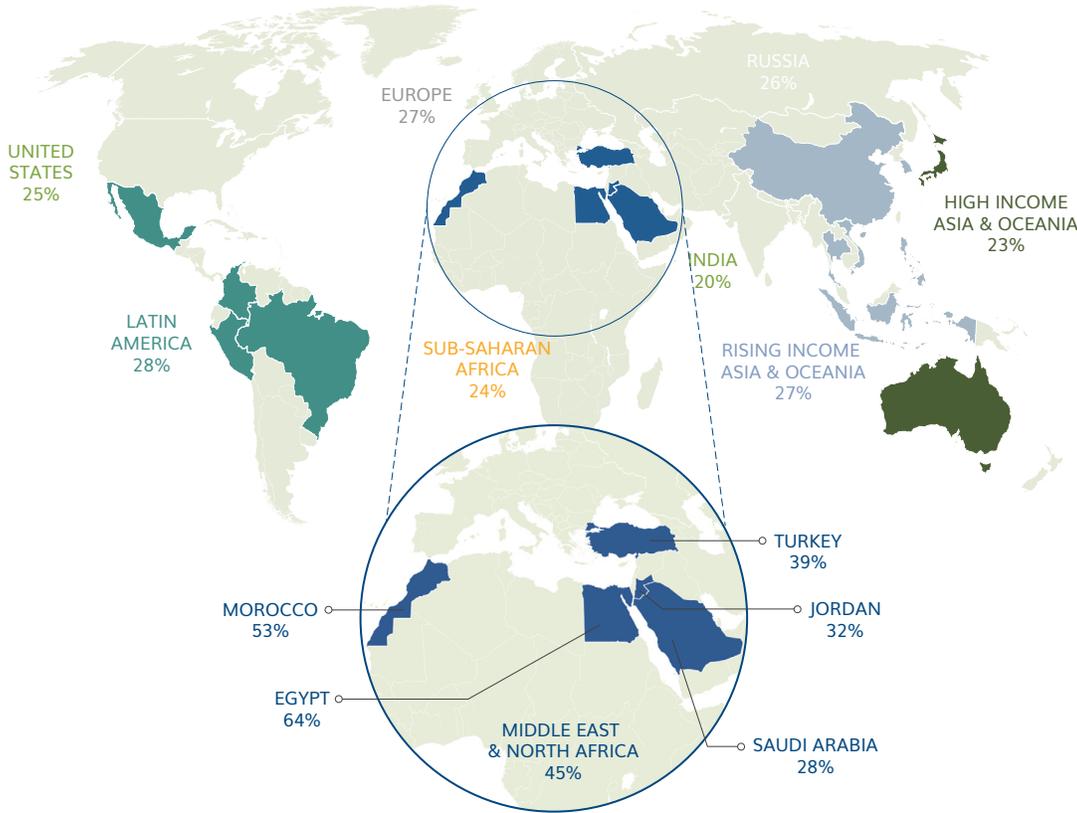


⁴ Aring, 2012; Sparreboom and Staneva, 2014; AfDB and OECD, 2012.

Youth in the Middle East and North Africa are least satisfied with their education.

Of respondents from the region, 43 percent say they are dissatisfied or very dissatisfied with their education. The highest rates of dissatisfaction were found in Egypt, with 31 percent saying they are dissatisfied and 33 percent saying they are very dissatisfied.

Dissatisfaction by region (all income levels)



Health

Basic healthcare remains a challenge for too many young people.

In particular, mental health is a prerequisite for a productive and satisfying life. The world that today's young people will face, even 10 years from now, will demand great resilience and creativity. The massive unmet need for mental health care for youth today should be among the top concerns for governments and employers alike.

Key Insights

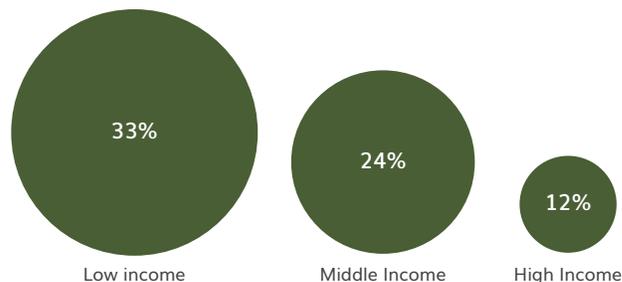
Basic healthcare is the top health priority for an overwhelming majority of young people.

Just over three-quarters those surveyed (77 percent) said basic healthcare was in their top three most urgent health-care needs, with 36 percent making it their top choice.

High and low income young people experience a significant difference in their ability to access healthcare. One-third of low-income youth, versus only 12 percent of high-income youth, say they cannot get the healthcare they need when they need it.

I can get the healthcare I need when I need it.

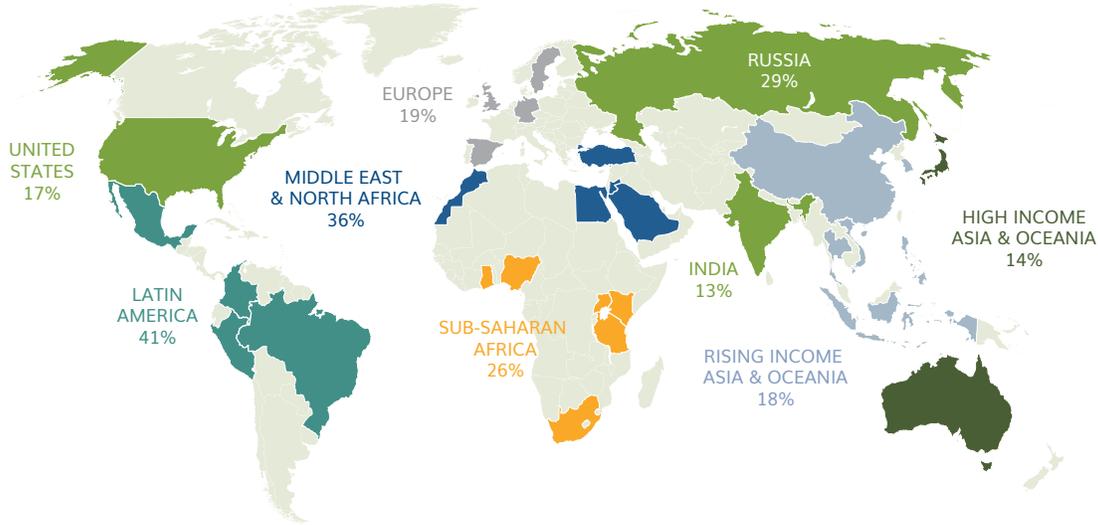
Percentage who strongly disagree/disagree by income level



Youth from Latin America and the Middle East and North Africa report the most difficulty in accessing health care. Forty-one percent of Latin American youth and 36 percent of youth in Middle East and North Africa say they cannot get the care they need.

I can get the healthcare I need when I need it.

Percentage who strongly disagree/disagree by region



Mental healthcare needs to be prioritized worldwide for youth to meet their potential.

Almost half youth in the survey (45 percent) listed mental healthcare in their top three priorities, with 16 percent saying it is their most urgent need. Particularly concerning is the 56 percent of youth surveyed saying “the way I feel gets in the way of my studies, job, or social life.”

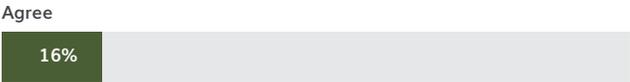
The way I feel gets in the way of my studies, job, or social life.



Mental health care is one of my top three most urgent healthcare needs.



Mental health care is my most urgent healthcare need.



Methodology & Sample

Our top findings are based on the following:

1. 30 countries sampled, which are part of the IYF-CSIS Global Youth Wellbeing Index
2. Approximately 250+ youth per country
3. Samples were designed to be representative of each country, and each country was sample balanced to ensure a reasonable mix of ages and gender. Respondents self-selected their families' income status into low, middle or high income.
4. 50/50 ratio of males to females
5. 50/50 ratio of 16- to 19-year-olds and 20- to 24-year-olds
6. 11-minute online or tablet self-administered survey
7. Fielded in July, August, and September 2016, dates varied by region
8. Offered in all national languages and localized English
9. Approximately 25 questions exploring education, health, economics, work, governance, safety and security, and values

The content of this Survey is the responsibility of the Center for Strategic and International Studies and the International Youth Foundation and does not necessarily represent the views or opinions of Hilton.



The International Youth Foundation (IYF) invests in the extraordinary potential of young people. Founded in 1990, IYF builds and maintains a worldwide community of businesses, governments, and civil-society organizations committed to empowering youth to be healthy, productive, and engaged citizens. IYF programs are catalysts of change that help young people obtain a quality education, gain employability skills, make healthy choices, and improve their communities. To learn more, visit www.iyfnet.org.

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